

NOAA's National Weather Service

All-Hands Meeting NWS Employees 2004 AMS Conference

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Seattle, WA

Today's Discussion

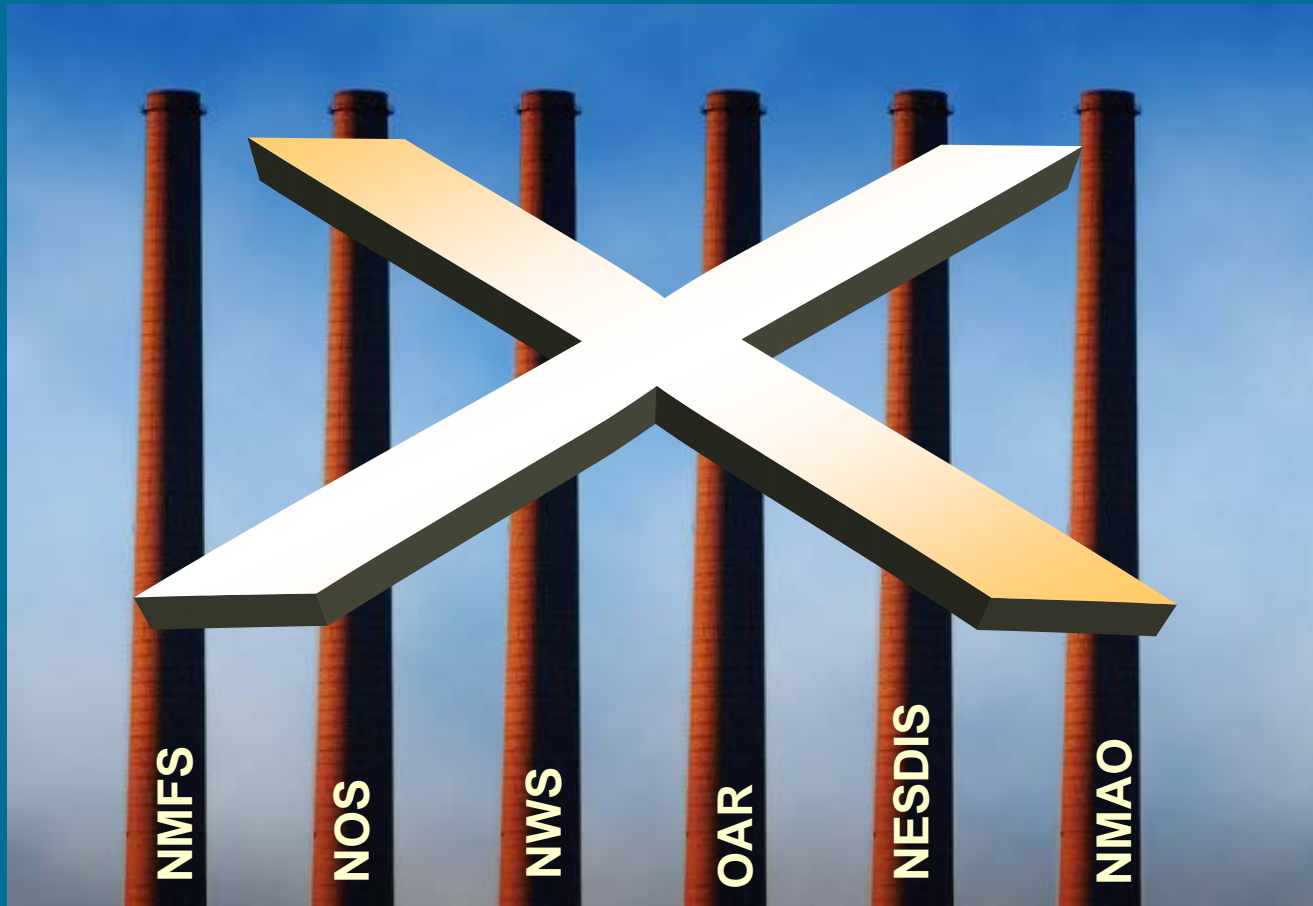
- Overview of NOAA Vision
- NWS: Where We Are Going
- Your Contributions to NWS

NOAA Vision

To move NOAA into the 21st Century scientifically and operationally, in the same interrelated manner as the environment that we observe and forecast, while recognizing the link between our global economy and our planet's ecology.

NOAA Vision For The Future...

Corporate and Integrated NOAA



“One band, one sound.” theme from the movie *Drumline*

NOAA Vision For The Future...

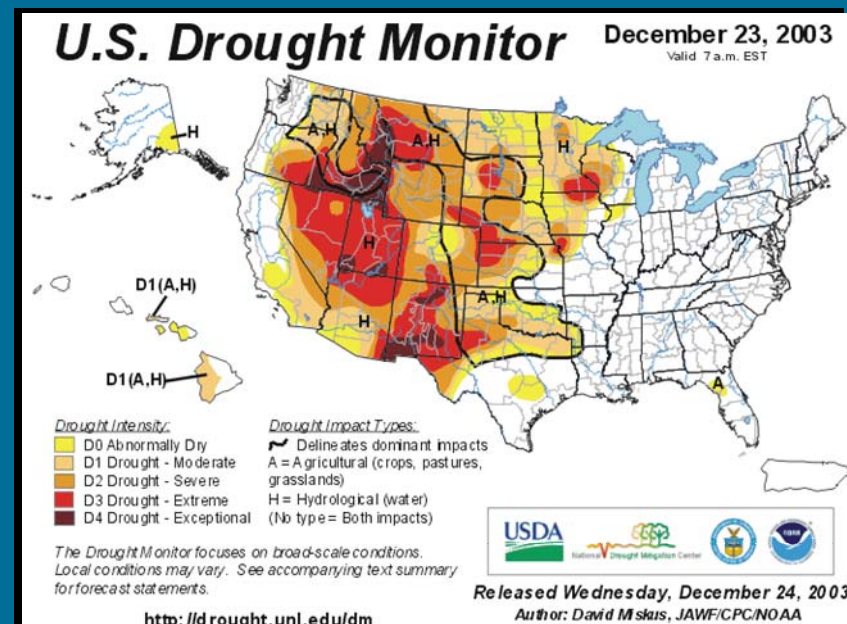
Customer and Constituent Satisfaction

Product Orientation

- Products valuable to the public
- Products that our constituents need and want

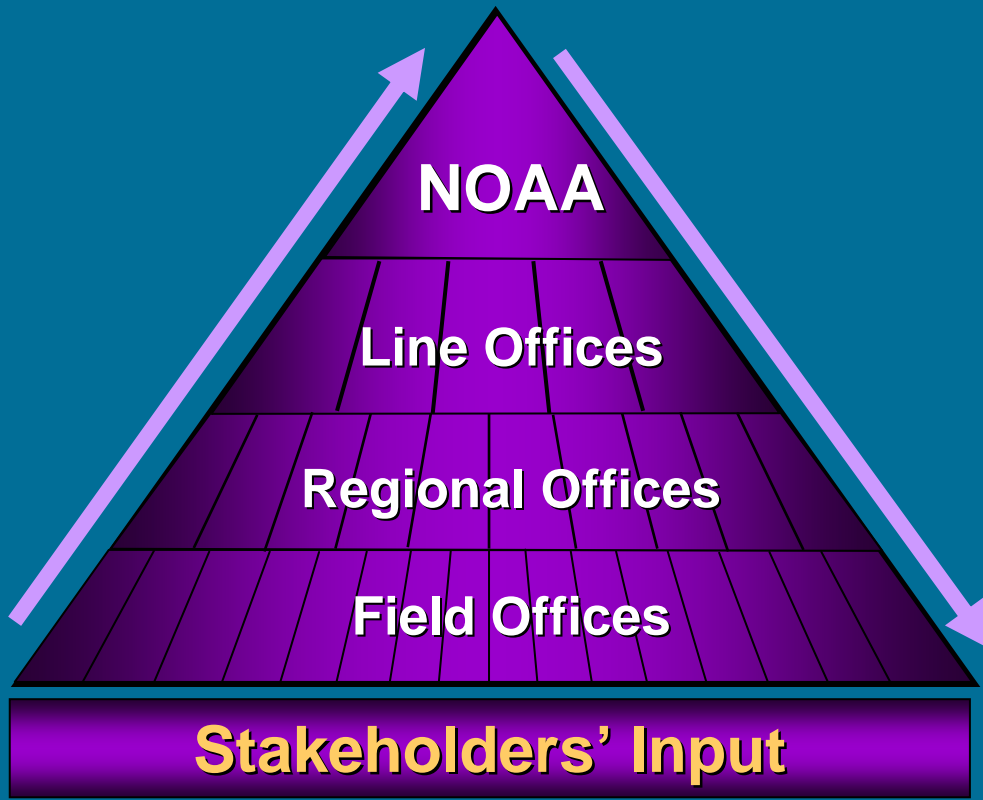
Marketing (Public Information & Outreach)

- Public education
- Linking NOAA's work to constituent's everyday lives



...From Concept To Design

Strategic Planning



A short, readable plan

*Connected
top-to-bottom and
bottom-to-top*

*Serves the annual
budgeting process*

Living Document

...From Concept To Design

NOAA Strategic Plan

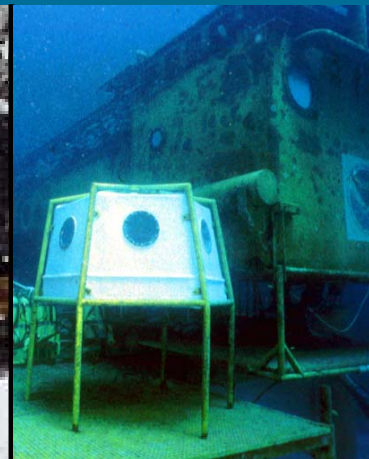
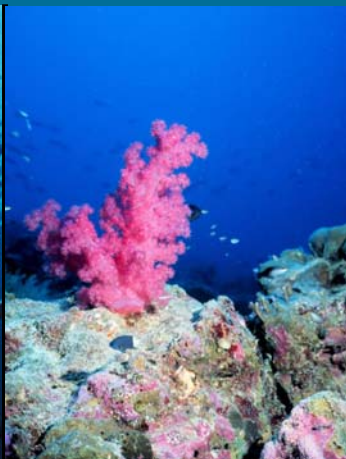
Ecosystem-based Management

Climate

Weather and Water

Commerce and Transportation

Cross-cutting Priorities



...From Concept To Design

Cost/Schedule/Performance

Explain what we need, measure what we do, show the payoff for the nation

C/S/P Already Working at NOAA....

- **NWS — New funding will speed up radar upgrades by two years**



NOAA Vision

Summary

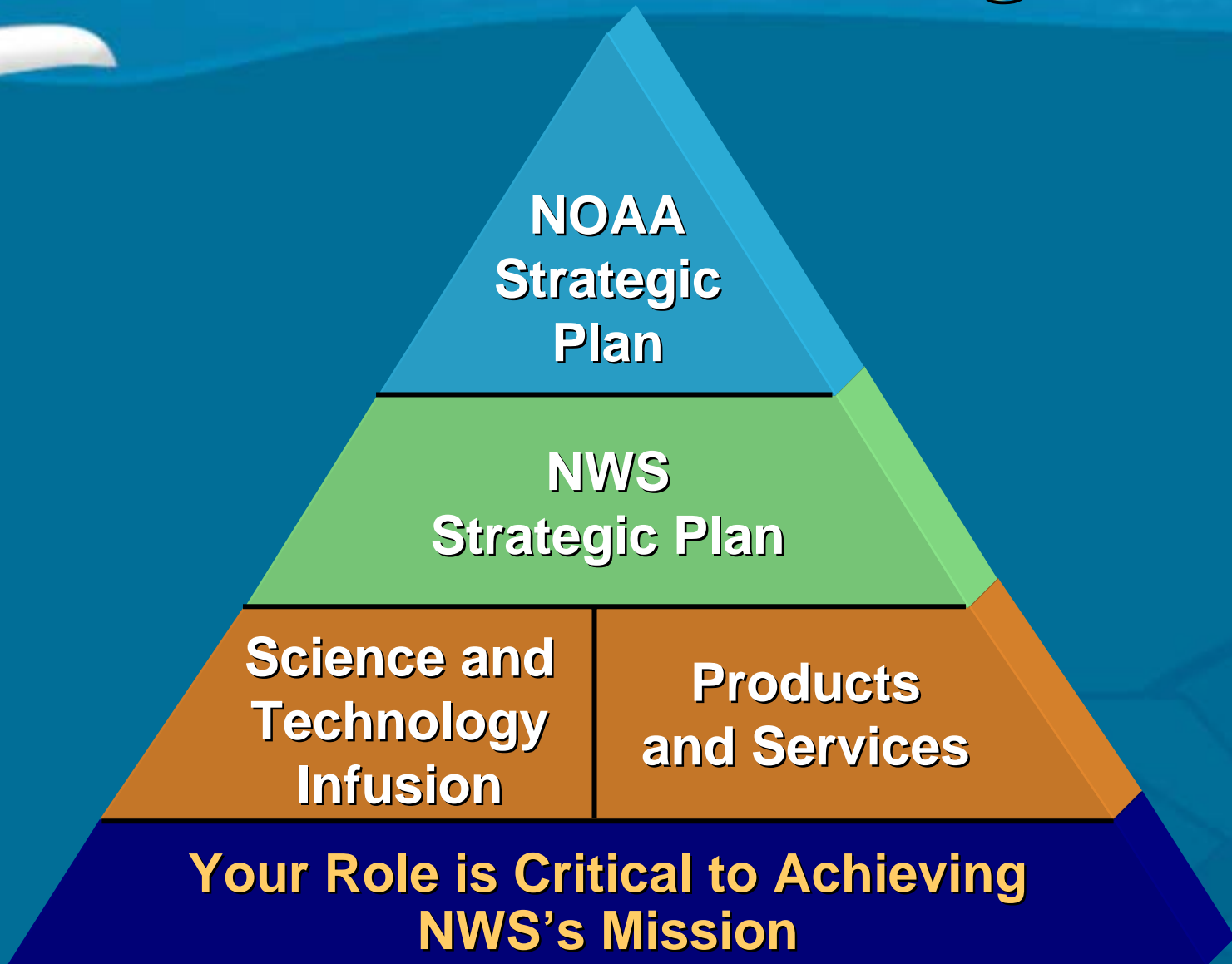
Vision

- Mission for the Future
- Organization Aligned with the Mission
- Strategic Management Process
- Requirements and Budgets that serve the Mission
- Satisfied Customers
- Leadership

Tools

- Integrated Organizational Structure
- Matrix Management
- Planning Programming Budget System (PPBS)
- Cost/Schedule/Performance
- Customer feedback and outreach
- Succession Planning

Where We Are Going

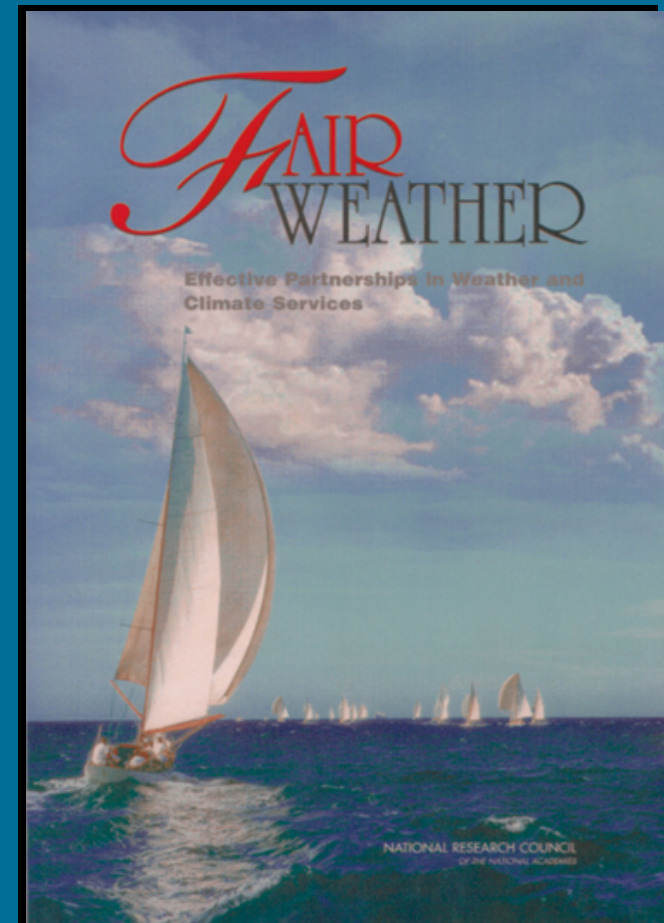


Where We Are Going: Partnerships

National Research Council's Fair Weather Report

Key Findings and Conclusions:

- ✓ The Three-sector System Works
- ✓ Rapid Change and Its Consequent “unsettling” Will Continue
- ✓ Establishing Detailed and Rigid Boundaries is Counter-Productive and Diversionary
- ✓ Efforts Should Focus on Improving the Processes By Which Public and Private Providers of Weather Services Interact



Your Contributions are Valuable to the NWS

- **Your role (individually and collectively) is important to NWS**
- **You do a great job supporting NWS's mission**
- **Your contributions keep the American public safe and informed**
- **Thanks for the outstanding job you do**